

## Community Attributes Intl.

### 1. SCOPE OF SERVICES AND TERMS OF EMPLOYMENT:

The Consultant shall:

#### **Task 1. Neighborhood Retail Center Analysis**

To determine how much neighborhood-serving retail (defined by square footage) to plan for the Linden Avenue district, we will: define the trade area (where consumers are coming from); assess local spending power to determine potential demand of consumers for products and services; identify various trade capture scenarios (trade capture scenarios show the amount of retail spending captured by the neighborhood now and that could be captured by new neighborhood-serving retail square footage); compare the community's vision with the market analysis and identify the amount and type of more regional retail demand (secondary and tertiary market) necessary to achieve the desired vision. Specifically, CAI will:

##### Retail Trade Area Assessment

- Define the desired primary market area for the Linden Avenue district and Greenwood Avenue "hamlets" and the overall BBH neighborhood Assess local spending power using Consumer Buying Power data from Nielsen Market Data
- Produce analysis of the amount of retail (in square feet) the primary market can support and identify various trade capture scenarios
- Assess congruence with the vision by comparing supportable square footage of the primary market area to the amount of square footage represented in the vision and neighborhood plan
- Analyze the gap between the vision and anticipated market for retail Determine the secondary and tertiary market areas necessary to attract consumers in order to support the envisioned development program
- Identify the type of retail that aligns with the neighborhood vision and would also draw consumers from secondary and tertiary markets.
- Identify discrepancies in findings with stakeholder feedback from previous meetings
- Review with neighborhood stakeholders and synthesize results.

##### Cursory Feasibility Assessment

- Identify competitive supply
- Gather and survey market data for desired land uses (retail, housing)
- Perform cursory pro forma analysis on prototypical building types on specific parcels
- Evaluate mixed-use developments for condo sales and apartment rents that orient toward TOD
- Examine North End markets to determine the typical mix of neighborhood commercial services currently available
- Rank uses for feasibility and suitability
- Identify access considerations that align with or challenge the vision; work with Makers to identify solutions

Deliverables: Draft and Final Market Profile with pictures, maps and data tables

Meetings: Three. The first meeting will be with staff/consultant team to review project goals; second meeting with project team to share preliminary findings; third meeting to present findings with citizens advisory council; phone calls and interim check-in meetings are welcome

Schedule: Week 1-10 (first draft)

#### **Task 2. Interviews and Implementation Strategies**

CAI will work with the City and project team to identify strategic opportunities to help overcome market obstacles and achieve desired development. We generally prefer to interview developers and stakeholder one-to-one either in person or by phone. Specific tasks to identify and articulate will include:

- Interview property owners and stakeholders to ascertain development interests

- Interview experienced regional developers who know northeast Seattle well. CAI brings extensive relationships with developers that enjoy engaging in planning projects in order to identify emerging developing opportunities. These conversations can lead to creative solutions to addressing market challenges.
- Analyze successful case studies to determine applicable strategies for comparable projects.

Deliverables: Technical memo with interview findings and strategies to consider

Meetings: One to review draft findings

Schedule: Weeks 8 through 12

### **Task 3. Draft and Final Reports**

CAI will compile the three memoranda into a draft written report, and will address team comments to produce a final written report.

Deliverables: Draft and Final Reports

Meetings: None

Schedule: Weeks 8 through 12

Services under this Agreement shall commence upon execution and shall be completed by December 31, 2011.